

Board Members Present

Nancy Aposhian
Melissa Sue Johnson (via phone)
Dr. Robbi D. Venditti
Karina Wilhelm
Peggy Wilson
Alyssa Yingling

Board Members Absent

Dilworth Brinton, Jr.
David Dean
Merlin Ellis
Robert Valverde

MUSEUM AND CULTURAL ADVISORY BOARD MEETING

Date: January 23, 2014
Time: 4:00 p. m.
Location: Mesa Contemporary Arts, Classroom Meeting Room
One East Main Street, Mesa

◇ Results ◇

1. Approval of Minutes from the November 21, 2013, Meeting: Dr. Robbi D. Venditti asked for any changes to the minutes of November 21, 2013. There being none, Karina Wilhelm made a motion to accept the minutes as written, and Nancy Aposhian seconded. The Board members present unanimously approved the November 21, 2013 minutes. They will be posted on the City's website.
2. Public Comments: No members of the public were present.
3. Take Action – Consider Proposed Fees & Charges Proposed – Tom Wilson/Rob Schultz/Cindy Ornstein:

Dr. Tom Wilson reviewed the Fees & Charges proposed for the Arizona Museum of Natural History and Mesa Grande. After benchmarking the existing fees with other Arizona regional institutions, the Arizona Museum of Natural History and Mesa Grande propose to raise adult admission fees from \$10 currently to \$12 and for seniors, currently \$9 to \$10. Student and children admission fees will remain the same.

Cindy Ornstein reviewed the Performing Live and Rental proposed adjusted fees charged to for-profit rental users of the theaters. These fees have not been adjusted in five years. Fee changes occur in the four theaters for industrial rates for daily use; and commercial rates for daily use, plus labor, Front-of-House, and Box Office staff. In the Virginia G. Piper, Nesbitt/Elliott Playhouse, and Cox/Farnsworth Theaters, an additional commercial weekly rate fee change is being proposed. Fees for non-profit rental users will remain unchanged at this time.

It was mentioned by Karina Wilhelm that she does hate to see fees become unaffordable for families to attend the Museums. Alyssa Yingling echoed her concern and is against raising Museum fees. Dr. Tom Wilson stated that he and the Museum staff are very conscious of becoming unaffordable to families and that is the reason for not raising student's and children's fees. At the same time, the Museums need to stay in line with other organizations admission fees in the region, as well as building their educational programming. Raised adult fees will help to support that end. The City has been supportive of allowing additional general fund support to the Museums with increased revenue.

Peggy Wilson made a motion to accept the proposed fees, and Nancy Aposhian seconded. The majority of Board members present voted to accept the fees as proposed. Alyssa Yingling opposed raising the Museum fees.

4. Discussion – Review Draft Letter to Council Regarding Increase to the In-Kind Support Provided by the Creative Economy Fund – Peggy Wilson
5. Information – Presentation on how Mesa Contemporary Arts Juries an Exhibition – Tour of Galleries – Patty Haberman

6. Staff Reports – Arizona Museum of Natural History, Update on Exhibits, Educational Programs, Collections, Operations, and Mesa Grande. Arizona Museum for Youth, Update on Exhibits and Operations. Opening of i.d.e.a. Museum
Mesa Arts Center, Update on Studio Activities, Volunteer Activities, and Gallery Activities.
7. Director's Report – Update on Performing Live and Arts and Culture Activities.
8. Report on Conferences and/or Meetings/Performances Attended: Board Members – Information Only
9. Adjourn

Next Board Meeting: Thursday, March 27, 2014, Mesa Arts Center, south Studios conference room